

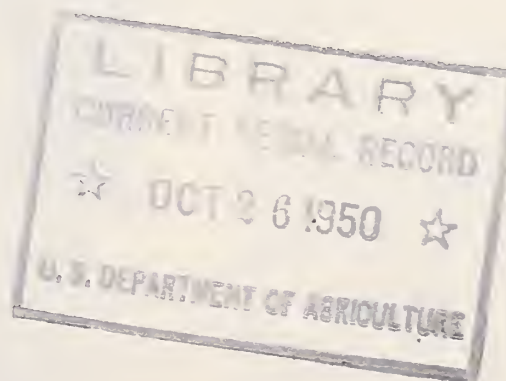
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MARKETING ACTIVITIES



U. S. Department of Agriculture
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IN THIS ISSUE:

CHECK-OUT MADE EASY

By E. M. Harwell and Paul F. Shaffer Page 3

Meet the Rapi-chek and the Simplex--two improved counter systems designed to ease busy-day bottlenecks in retail stores.

POTATOES AREN'T HARDWARE

By Malvin E. McGaha Page 7

Apparently it's about time to start a potato safety campaign.

CONSTRUCTION IN THE CORNBELT

By Charles E. Raeder Page 10

Putting on the roof first and laying the floor last makes sense when it applies to the erection of corn storage structures going up in the Midwest. Mr. Raeder is Chief of PMA's Storage Expansion Program Division.

MARKETING BRIEFS Page 13

ABOUT MARKETING Page 17

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Check-out Made Easy

By E. M. Harwell and Paul F. Shaffer

"Show me a customer who's happy when she leaves the check-out line on busy days and I'll show you a customer who'll soon be back."

The retailer who made that comment had more in mind than a low total on the cash register tape. He was convinced that a swift, efficient, accurate and cheerful checkout goes a long way toward making a satisfied customer.

This feeling has been shared elsewhere. For the past year the U. S. Department of Agriculture and certain industry groups have vig-



On off-peak days, the cashier can ring up and bag the items while the customer unloads the order on the conveyor belt.



The Rapi-chek check-out counter--complete with conveyor belt, covered "well", change-maker and racks for bagged orders.

orously but quietly conducted a research project employing industrial engineering techniques. The objective--to develop the best possible check-out system. The work has paid off and the resulting innovations should help erase the common but unpopular busy day bottlenecks in retail stores. The research responsible for the achievement is part of the Department's search for more efficient and less costly ways of marketing farm products, and is financed under the Research and Marketing Act of 1946.

The systems developed, the Rapi-chek, and the Sim-

plex, are designed to combine, eliminate or simplify the time-consuming details of checking out a retail order. A public service patent has been applied for, and specifications of the systems are now available to all grocers, chain or independent. Some of the counters have already been installed in many of the stores of a nation-wide chain which cooperated in the research work.

Store Volume Affected

For a long time it has been an accepted fact in the retail industry that a store's sales volume is directly affected by the rapidity with which customers are accurately serviced in the check-out operation. During weekend rush hours, when most self-service stores do approximately 60 percent of their business, restricted customer turnover is the key limitation to greater business volume. The way customer traffic moves in the store aisles, in entrances, in checkout lanes, and in



Recessing the bag makes it easier for the cashier to pack the items at the same time she rings up the sale.



Change is made with an automatic change-maker--the same as at a movie box office. In the drawer, bills are arranged for handy access.

adjacent parking lots determines the amount of room available for the next customer. And looking at it time- and space-wise, that next customer just isn't there until there's room for her.

Check-out Big Cost Item

Other retailers feel that an efficient check-out system pays off in different, equally important ways. The operation itself accounts for more than 20 percent of the total labor requirement in the average self-service store and as such is a major expense. Streamline the procedure, they say, and you not only increase your dollar volume by serving more consumers--you also cut down that burdensome per-unit retailing labor cost.

The new equipment is readily adaptable to any size or type of retail grocery store. Moreover, both are easy and inexpensive to operate. The

Simplex is adaptable to stores where customer traffic is maintained at a comparatively even pace throughout the week; the Rapi-chek can be easily installed by large volume retailers who have peak periods, for its utility can be increased during these rush hours by adding 1 or 2 persons.

Output Increased

The usual check-out procedure is to sort the order, ring up the sales, receive money and make change, bag the merchandise, and perform other miscellaneous details. Using these procedures on conventional equipment, comparable in size to the Rapi-chek, the cashier at a normal pace would handle 32 customers per hour with a labor cost per order of 3.1 cents. By eliminating sorting and extra handling, combining ring-up with bagging, and simplifying change making, an operator on the Rapi-chek or the Simplex will check out 44 buyers per hour--an increase of 38 percent. Labor costs are thereby reduced to 2.3 cents per order. The studies, incidentally, contradicted the popular belief that a cashier and bagger working together would produce more than two cashiers working separately. When a bagger was added to the conventional equipment, production was increased by 52 percent. Labor costs per order with the conventional equipment and the cashier-bagger team proved to be 4.1 cents.



A bagger or bundler is added to the Rapi-chek during rush hours. Here the cashier slides items across the "well".



The expediter places the items on the conveyor belt--prices showing--in the order the items will be checked and bagged.

Conveyor Belt in Counter

Here's the way the new Rapi-chek counter works. The customer places her groceries on the check-out counter in the usual way. The top of the counter is actually a motor driven conveyor belt which extends from the approach end of the counter to the check-out cashier who regulates the conveyor with a foot control. As the items come to the cashier, she rings up the price with her right



At the "Simplex" check-out counter, the cashier removes the items from the basket--and then places them directly into the recessed bag while she rings up the sale.

back towards the bagger, who places one or two paper bags in the bagging wells at the back of the counter and fills them with both hands. The addition of the bagger steps up production to 61 orders per hour, an increase of 39 percent.

System Is Flexible

To cope with peak traffic, a third person--called an expediter--is added to obtain maximum equipment productivity. The expediter removes the items from the basket and places them on the conveyor belt--prices showing--in the order in which the items should be placed in the bag. Multiple priced articles and fragile items are set aside on a "dead plate" until the cashier is ready for them. The 3-man team increases the total orders per hour to 67. Under such conditions the cost is about the same as the cost per order with the conventional system using 2 men, but some 19 orders per hour faster. Besides being considerably faster and permitting the use of one to 3 operators, the new check-out counters make work easier for the operators even though more orders are handled per hour.

With the Simplex counter, the cashier removes grocery items from the basket and places them in a bag with the left hand, and simultaneously rings up the sale with the right hand.

The analysis of the check-out operation was one phase of a project which deals with grocery operations such as stocking shelves, price marking, unloading, and storing. A complete report on the checkout will be available in the near future. Since retailing is a major item of cost in the marketing of farm products, more efficient methods should result in lower costs for retailers, increased consumption, a larger outlet for farm products, and reduced food bills for the consumer.

hand and with her left hand places the items in an open paper bag nested in a "well" built in the top of the counter. She handles each item only once. When the final item has been registered, change is made by an automatic change-maker--the same as at a movie theater ticket window.

During the busy periods of the week when greater check-out speed is needed, a second person--usually called a bagger or bundler--can be added on the Rapi-chek. In this case the "well" in the counter is covered and the cashier simply slides the items over the top of the well and

Potatoes Aren't Hardware

By Malvin E. McGaha

Judging from the amount of damage occurring in potatoes in marketing channels, the term "hardware vegetable" appears to have been taken literally by many potato handlers. This is indicated in the results of a study conducted by the Fruit and Vegetable Branch of PMA in cooperation with Cornell University Agricultural Experiment Station and the New York State Department of Agriculture and Markets during November-December 1949, with funds authorized under the Research and Marketing Act of 1946, together with funds and assistance provided by New York State.

Damage Prevention Program Needed

Earlier studies had shown that potatoes offered at retail were generally of poor quality. Many lots of potatoes, marked U. S. No. 1 grade, contained externally damaged potatoes much in excess of the 6 percent external damage tolerance permitted by U. S. No. 1 grade specifications. Potatoes offered for sale in retail stores in New York City during November-December 1948, contained, on an average, approximately 20 percent of grade defects. Potatoes examined in Philadelphia retail stores during January-February 1948, disclosed 14.5 percent external grade defects, and those inspected in Boston, Massachusetts, and Maine retail stores averaged more than 7 percent. Of the potatoes, claimed to be U. S. No. 1 grade, more than four-fifths in New York City, three-fourths in Philadelphia, and two-fifths in Boston, Massachusetts, and Maine markets failed to meet requirements of that grade at retail. These figures are taken from reports prepared and published by Agricultural Experiment Stations of Maine, Cornell and Pennsylvania.

PMA Study Indicates Rough Handling

On the average, potatoes examined in the 1949 PMA study contained 7.4 percent of external grade defects at shipping points; 11.4 percent at wholesale; and 13.3 percent at retail. Of the 7.4 percent of defects found at the shipping point level, 3.9 percent constituted cuts and bruises, most of which could have been avoided with more careful handling. Although all potatoes inspected were marked U.S. No. 1 grade, at shipping points, more than one-half of the potato samples had in excess of the 6 percent externally damaged potatoes, permitted by U. S. No. 1 grade specifications. At wholesale, more than two-thirds, and at retail almost four-fifths of the potato samples failed to meet U.S. No. 1 grade requirements because of external grade defects alone. At shipping points, 1 sample in 15 had in excess of 20 percent damaged potatoes, at wholesale 1 sample in 7, and at retail 1 sample in 5 had this amount. Individual samples at retail were found to contain as much as 50 percent damaged potatoes.

In view of decreasing per capita consumption of potatoes, it appears that the improvement of their quality and appearance at retail is certainly desirable. The results of this study show that the poor appearance of potatoes is due, in a large part, to improper handling in marketing channels as well as to the fact that many shippers allow too many defective potatoes to leave shipping points. A damage prevention program is in order if the best interests of the industry and of the consumer are to be served.

It should be pointed out, too, that receivers of potatoes shipped in interstate or foreign commerce have the right, under the Perishable Agricultural Commodities Act, to insist that potatoes meet the grade specified in contracts with growers and shippers.

Only External Grade Defects Considered

In order to determine the nature and extent of deterioration incurred during the marketing of Long Island potatoes in New York City and vicinity, the 1949 study covered 1,482 samples of potatoes representing 90 truck shipments inspected at shipping points in Suffolk County; 861 samples in wholesale stores and chain warehouses; and 534 samples in retail stores. Of the above samples 354 were inspected at all three points.

Inspection of potatoes for purposes of this study was made by federally-licensed potato inspectors and inspections were made for external grade defects only. Samples were 25 pounds for 50- and 100-pound bags, and whole bags in the case of 5- and 10-pound consumer packages. Number of samples examined ranged from an average of 6 for shipments of 100-pound sacks to 30 for shipments of 5-pound consumer packages.

Results of inspections were not revealed to individual shippers and no attempt was made to influence the grading job being done by them. None of the potatoes inspected in the study at shipping points had been previously inspected and certified U.S. No. 1 grade by the Federal-State inspection Service, but all of the potatoes inspected were packed in bags labeled U. S. No. 1 grade.

In most States, inspection and grade certification of potatoes by the Federal-State Inspection Service is not mandatory for the use of U. S. grades. This service is rendered only upon request of the holder of the potatoes, and requires the payment of a fee.

Increase in Potato Defects Mainly Due to Cuts and Bruises

More than three-fifths of the damage found in the potatoes at retail developed after the potatoes left shipping points, and this was due principally to increases in cuts and bruises.

Defects other than cuts and bruises did not change materially in marketing channels, constituting on the average about 3.5 percent at shipping point and a similar amount at wholesale and retail. On the other hand, cuts and bruises increased from an average of 3.9 percent at ship-

ping points to 7.5 percent at wholesale, and 9.8 percent at retail. In other words, the amount of damage from cuts and bruises doubled from shipping point to wholesale, and at retail was more than $2\frac{1}{2}$ times as great as at shipping point.

DAMAGE PROGRESSES WITH HANDLING			
Type of Defect	Point of Inspection		
	: SHIPPING POINT : WHOLESALE : RETAIL		
	- - - - Percent - - - -		
Insect and disease	3.5	3.9	3.5
Cuts and bruises	<u>3.9</u>	<u>7.5</u>	<u>9.8</u>
Total	7.4	11.4	13.3

Table 1.--Percentage of externally damaged potatoes at shipping points in Suffolk County, Long Island, and at wholesale and retail in New York City and vicinity.

At shipping points, 131 of the 354 identical samples disclosed no damage due to cuts and bruises, but at wholesale only 73 and at retail only 49 samples were free of this defect.

The most serious nonprogressive defect was insect injury, mainly wireworm damage, which affected an average of 1.4 percent of all potatoes examined at shipping points. Much of this damage could have been removed during the grading operation, but was not.

Numerous instances of rough handling were observed by the workers conducting this study. Throwing filled small bags of potatoes from one point to another during the packaging operation was undoubtedly a factor contributing to the development of cuts and bruises in these packages. Overturning of improperly stacked 50 and 100 pound bags and master containers of consumer packages--and such bruising tactics as dropping bags from shoulder height to hand trucks, or from delivery truck tail gate to sidewalks--apparently were responsible for a considerable amount of damage found at wholesale and retail. Displaying potatoes in strong light or in windows of retail stores was observed to result in severe greening. Dropping potatoes down chutes into the basements of stores added to the number of hazards potatoes faced before being placed on display. All such practices detracted from their value and appearance and thus reduced salability.

FROZEN TOMATO JUICE

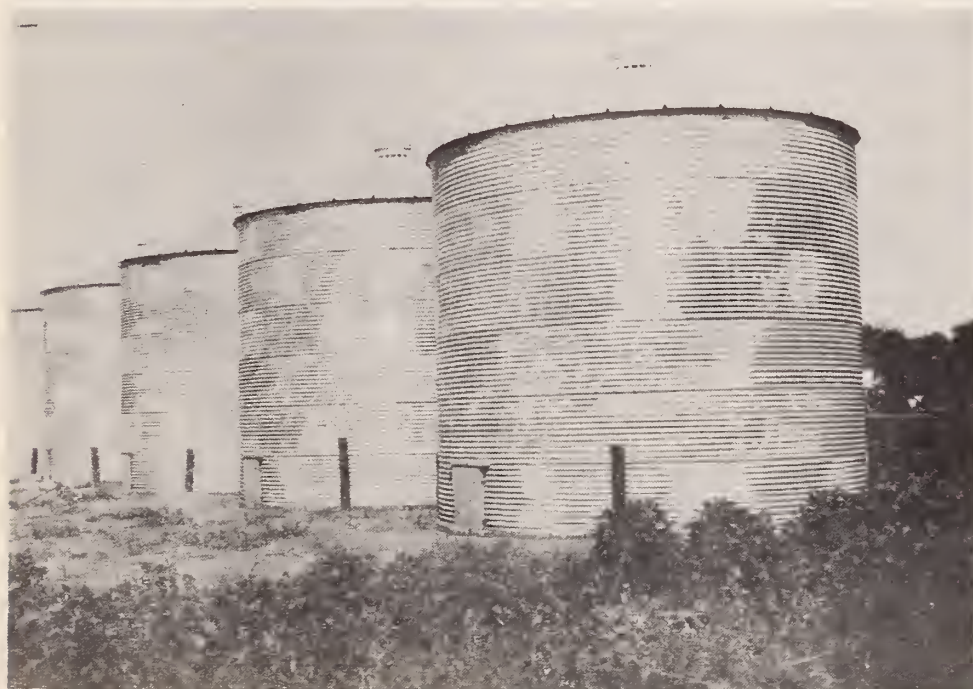
You can add tomato juice to the growing list of foods which can be successfully frozen for out-of-season use, according to Dr. Frank Lee of the Geneva Experiment Station, New York. However, the taste of this product differs somewhat from that of canned tomato juice. Tomato juice for freezing is subjected to a short heating period which gives it a fresh tomato flavor unlike the cooked flavor of canned juice.

Construction In The Cornbelt

By Charles E. Raeder

Normally it makes sense to put the roof on a structure after the frame is built--and up in the air where it belongs. Here's picture-proof that there's a better way to do it--in the construction of grain bins now being added to the Nation's storage capacity for important food reserves.

As a part of the program of the Commodity Credit Corporation to increase its temporary corn storage capacity by 93 million bushels, circular grain storage structures are going up, many of them roofs first, in four western Cornbelt States: Iowa, Nebraska, Minnesota and South Dakota. The grain structures, which will bring the Corporation's owned grain storage capacity to approximately 547 million bushels, are being delivered by private manufacturers in fulfillment of contracts let earlier in the year. This, combined with increases in farm storage under special loan provisions, increases in cooperative and other commercial storage under



Bins like these recently erected in Jasper Co., Iowa, help provide temporary storage for the Nation's grain reserves.

delivery of corn this fall from growers who are expected to surrender title to it to satisfy loans previously made. The need, area by area, was based on spot surveys made by State and local committees, and it represents the best possible estimate of crop yield and percentage of Government "take-over" available immediately before contracts were let for the additional storage structures.

"use guarantee" agreements, and space made available to the Corporation in idle ships and airplane hangars or other former defense facilities under loan or lease arrangements, has increased available facilities throughout the country by more than 700 million bushels.

Spot Surveys Determine Need

The additional 93 million bushels of capacity is needed by the Corporation to enable it to accept de-

Delivery of the grain structures this year has been going forward in spite of handicaps caused principally by shortage of railroad cars, metals, cement and other construction materials. Hardest to obtain have been sheet steel and aluminum--the basic stuff in most of the circular structures. In spite of the difficulties, however, deliveries have been maintained at a satisfactory pace; in fact, close to the rigid schedule set by the Corporation.

Engineers Help

Through constant research, Agricultural engineers played an important part in the initial design and specification of these grain structures. Their field engineers have been assisting the PMA State Committees, where required, in facilitating the erection of the grain storage structures.

Building at the ground level--from the roof down--has proved a swift and safe method of construction. Jacks or A-frame hoists provide lifting force.

Many of the manufacturers have designed and supplied the A-frame hoists or jacks which have proved so valuable in this type of construction.

Jacks Hoist Structure

Actually, in circular bin erection, the complete roof goes up, with ventilator attached, firmly bolted to the top ring of the sheeting. Lifting force is supplied by three or four hoists, generally block-and-tackle powered, and capable of lifting the two tons of the finished steel bin.

As the roof is raised, each ring of sheet metal is assembled and attached at the ground level. The opportunity to work on solid ground, rather than upon scaffolding, enables the workmen to assemble the parts swiftly and



At an average pace 4 men could handily erect a bin a day on pre-set foundations.

safely, and constitutes one of the major benefits of this type of erection. Important too, is the fact that the roof acts as a "rigidifier" in holding the sheet metal to a true circle, thus easing installation of the parts.

Responsible for many of the improvements in both erection technique and construction has been the practical experimentation carried on in the States and at the Beltsville Station of the Department. Recently, it has been demonstrated that it is possible to erect a superior circular metal bin upon a pre-set foundation in 27 man-hours. Thus, at an average pace, four men could handily erect a bin a day on established foundations.

Capacity for the circular bins ranges from 3250 to 6000 bushels. The 3250-bushel bin designed by agricultural engineers is a structure 18 feet in diameter and 16 feet in height. (floor to top of cylinder).



Floors are swabbed with rust preventative, and rolled down inside after bins are constructed.



More than 1100 bolts must be tightened before a circular bin is ready to withstand its greatest hazards--windstorms and floods.



Bins must be swung into position and lowered squarely on foundation. Stakes help anchor these bins.

Marketing Briefs

(The Production and Marketing Administration announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--Sales of 1948-crop pooled COTTON by CCC through September 19, 1950 totaled 2,623,475 bales. Sales were made pursuant to a CCC offer to sell, dated August 9, 1950. The 1948-crop cotton was pooled for the account of producers on August 1, 1949. (USDA 2286-50)

Dairy.--Arrangements to sell 44,092,000 pounds (20,000 metric tons) of Government-owned NONFAT DRY MILK solids to the Government of Denmark for animal feed have been completed. Deliveries will be taken from the oldest stocks of the Government and will reduce CCC holdings to about 318,000,000 pounds out of a total of about 660,000,000 pounds bought for price support during the past 18 months. (USDA 2325-50)...Approval has been given to proposals to increase the farm price of MILK in the Philadelphia marketing area, but before they become effective they must be approved by two-thirds of the dairy farmers regularly supplying the market. (USDA 2264-50)...Final approval of a proposal to replace the present "individual handler" method of pooling milk in the Lowell-Lawrence, Mass., milk marketing area with a "market-wide" pooling plan has been given by USDA. The new method must be approved by two-thirds of the dairy farmers regularly supplying the market before it can go into effect. (USDA 2258-50)

Amendment of the Federal order regulating the handling of milk in the Cincinnati, Ohio, milk marketing area, effective September 1, 1950, has been announced. The changes, approved by more than two-thirds of the dairy farmers regularly supplying the market, are designed chiefly to adjust various provisions of the order to make them more effective in reflecting current marketing conditions and to revise the method of classifying and pricing milk to a basis similar to that used in nearby markets operating under Federal orders. (USDA 2131-50)...The Federal order regulating the handling of milk in the Cleveland, Ohio, marketing area has been amended to increase the size of the area and make changes in the pricing of milk. The changes were approved by the necessary two-thirds of the dairy farmers supplying the market. (USDA 2202-50)...Final denial of a proposed change in the farm pricing of milk in the Nashville, Tenn., milk marketing area, which would have revised the present premium payment plan for fall milk production, has been announced. (USDA 2259-50)...There will be no Federal order regulating the handling of milk in the Akron, Ohio, milk marketing area since a favorable vote was not obtained in a referendum held there September 13, 1950. Although the proposed order had USDA final approval it could not be put into effect without approval of two-thirds of the dairy farmers regularly supplying the market. (USDA 2281-50)

Fats and Oils.--A national average support price for 1950-crop SOY-BEANS, of \$2.06 per bushel, has been announced. The national average support price for the 1949 crop was \$2.11. To be eligible for support, soybeans must grade No. 4 or better and contain not more than 14 percent moisture. Premiums for moisture content below 14 percent and discounts for test weight, splits and damage are to be established by CCC. Support will be effected through loans and purchase agreements available from time of harvest through January 31, 1951 and will be obtainable from county committees of PMA. At the same time price support loans on COTTON-SEED at \$51.00 per ton were announced. In areas where a purchase program may be necessary, purchases will be made at \$47.00 per ton. Cottonseed currently is moving at prices considerably above these support levels and because of the reduced 1950 cotton crop little if any active support is anticipated. (USDA 2181-50)...Offers, to be accepted not later than September 15, were requested by the Department for purchase of 1,325,000 pounds of refined or unrefined LARD for shipment by the Department of the Army to Okinawa. Since December 1949, the Department has purchased 150.8 million pounds of lard, most of which went through ECA to Germany and Austria, with smaller amounts going through the Army to Okinawa and Japan. (USDA 2207-50)

Fruits and Vegetables.--An export payment program for APPLES and WINTER PEARS, effective September 11, 1950, has been announced. Payments equaling 50 percent of the export sales price, basis f.a.s. U. S. ports, but not more than \$1.25 per bushel or box, will be made to U. S. exporters who export fresh apples and pears of specified grades at the reduced prices made possible by the payment. Such exports may be made to ECA European countries and most of their participating dependent overseas territories, to Israel, Egypt, the United States of Indonesia, the Philippines, and to western hemisphere countries except Canada, Cuba, Mexico, and Venezuela. Apples of any variety, produced in the continental United States, will be eligible for export under the program, but pears will be limited to Anjou, Bosc, Comice, and Winter Nellis varieties produced in Oregon, Washington and California. (USDA 2218-50)...A regulation requiring that POTATOES shipped from the Oregon-California production area be limited to U. S. No. 2 or better grade, and in addition have a 2-inch minimum diameter or 4 ounces minimum weight, has been issued at the request of the Oregon-California Potato Committee. The regulation is effective from September 18, 1950 through June 30, 1951. All potatoes shipped from September 18 through November 1, 1950 must not be more than slightly skinned. Exemptions from the grade and size regulations are provided for shipments for grading and storage, export, to the Federal Government under support programs, for manufacture or conversion to specified products, for livestock feed, and for seed. (USDA 2254-50)...The salable percentage of ALMONDS for the 1950-51 crop year will be 100 percent and there will be no surplus percentage. The action was recommended by the Almond Control Board, administrative agency charged with operation of the marketing agreement for the nuts. (USDA 2282-50)...A proposal to fix the salable percentage for merchantable in-shell WALNUTS for the 1950-51 marketing year at 75 percent and the surplus percentage at 25 percent has been announced. These percentages have been recommended by the Walnut Control Board, administrative agency for the marketing agreement covering these nuts. Before the percentages are finally established, the

Department will consider written data, views or arguments presented to it not later than October 2, 1950. (USDA 2302-50)...A proposal to fix the salable percentage of merchantable in-shell FILBERTS at 92.5 percent and the surplus percentage at 7.5 percent for the marketing year beginning August 1, 1950 has been received from the Filbert Control Board, which administers the marketing agreement for these nuts grown in Oregon and Washington. Before the percentages are finally fixed the Department will consider written data, views or arguments received not later than October 3, 1950. (USDA 2303-50)...An amendment to the marketing agreement and order regulating the handling of six varieties of WINTER PEARS grown in Oregon, Washington, and California has been issued. (USDA 2184-50)...POTATO growers in New York (USDA 2128-50) and in Pennsylvania (USDA 2129-50) have rejected proposed marketing orders for their crops in referendums held in both areas during the period August 21-25 inclusive. Therefore, proposed marketing agreement and order programs will not go into effect in the areas and price support will not be available on potatoes produced there. Long Island potato growers voted down a marketing agreement in a referendum held in June. U. S. Consumer Standards for BRUSSELS SPROUTS and KALE have been issued by the Department. The former became effective on August 19 and the latter on August 26. Consumer standards are now available for 8 fresh vegetables. (USDA 2097-50)...A proposal of the HOP Control Board to increase the limit on supplementary allotments of hops to 90 percent of the probable salable allotment for each grower for whom complete information as to his 1950 hop production is available to the Board has been approved by the Department. Under the marketing agreement regulating the handling of hops grown in Oregon, California, Washington, and Idaho, 80 percent of any grower's probable salable allotment is fixed as the maximum supplementary allotment which may be issued to a grower prior to issuance of his final salable allotment. Provision is made, however, that the Department may authorize a higher percentage. (USDA 2307-50)...Previously, the Department issued an order fixing at 50,000,000 pounds the salable quantity of 1950 hops grown in these States which may be handled as hops or in the form of hop products under the marketing agreement and order. (USDA 2219-50)

Grain.--Prices of 1951-crop OATS, BARLEY, and RYE will be supported through farm-storage and warehouse-storage loans and purchase agreements, it has been announced. The loan and purchase agreements will be available from harvest time through January 31, 1952. Dollar-and-cents support levels for the grains will be determined in approximately the same relationship to corn as under the 1950 program, taking into consideration relative feeding value, pound for pound. Price support for 1951-crop corn is mandatory at between 80 and 90 percent of parity as of October 1, 1951, beginning of the marketing year. Since the bulk of the corn crop is planted from March through May, the corn program will not be announced until early in 1951. At that time the actual support levels for oats, barley, and rye will be announced. (USDA 2242-50)...FLAXSEED from the 1951 crop will be supported at an average price of \$2.65 per bushel as compared with the average farm support price of \$2.57 per bushel for this year's crop. Support for the 1951 crop will be implemented in the same way as for the 1950 crop, by loans and purchase agreements, but in specified counties in Texas by direct purchases only. (USDA 2241-50)...WINTER COVER CROP SEEDS produced in 1951 will be supported at the following basic

national support prices: hairy vetch, 14.70 cents per pound; common vetch, Willamette vetch, and roughpeas, 6 cents; crimson clover, 16.50 cents; common ryegrass, 6.75 cents; and blue lupine, 4 cents. No support was announced for Austrian winter peas. Support for Kobe lespedeza is not included in the winter cover crop program, as in 1950, but if the price is supported, it is anticipated that it will be included in the 1951 hay and pasture grass seed program. Support for the winter cover crop seeds will be implemented by producer farm and warehouse loans and purchase agreements, available from time of harvest through December 31, 1951. (USDA 2263-50)

Poultry and Eggs.--Continuation of the EGG price-support program during October, November and December at levels designed to reflect to producers a price of at least 25 cents a dozen (27 cents a dozen when delivered by the producer to drying plants), has been announced. Purchases of dried eggs will be made from vendors who must certify that they have paid producers these prices for eggs in surplus-producing areas. Offers for dried eggs for November and December deliveries will be received by the Department on October 10 and November 14, respectively. (USDA 2192-50) ...Distribution of approximately 5.8 million pounds of frozen dressed TURKEYS to non-profit school lunch programs has been authorized. These are the remainder of the turkeys acquired by the Department in carrying out the final phase of the 1949 turkey price support program. (USDA 2265-50)

Sugar.--"Fair and reasonable prices" for the 1950 crop of Louisiana sugarcane have been announced as required by the Sugar Act of 1948. These prices are the minimum prices which a processor-producer in Louisiana must pay to be eligible for government payments under the sugar act. The new price determinations differ from those in effect in 1949 in the following respects; (1) The basic price per ton of standard sugarcane has been increased from \$1.045 to \$1.06 for each one cent of the average price of raw sugar. (2) "Trash" has been redefined to eliminate the trash tolerance permitted under the definition contained in the 1949 price determination. (3) The analysis of sucrose and purity is to be made on the basis of sugarcane as delivered by a producer to a processor rather than on the basis of trash-free cane. (4) Provision has been made for the sharing of transportation costs on sugarcane in cases where, because of unusual circumstances, such costs are in excess of the maximum allowances of the mill. (USDA 2117-50)...A revised determination of normal yields and eligibility for acreage abandonment and crop deficiency payments for sugarcane farms in Puerto Rico has been announced for the 1950-51 crop. (USDA 2311-50)...Increases in the sugar quotas for the Dominican Republic, Haiti, and Peru by 43,678,677 pounds, 6,039,215 pounds and 72,800,638 pounds respectively, have been announced. (USDA 2215-50)...Public hearings on wage rates and sugarcane prices for the 1951 crop year will be held during October in the Puerto Rican and Virgin Islands sugarcane areas. (USDA 2125-50)...Announcement has been made that the Cuban direct-consumption sugar quota of 375,000 short tons, raw value, has been filled. It was pointed out that approximately 850,000 short tons of the 1950 Cuban raw sugar quota remained. (USDA 2323-50)...Sale of 75,000 tons of sugar to the United Kingdom from stocks recently purchased by CCC from Cuba has been announced. (USDA 2201-50)

ABOUT MARKETING

The following publications, issued recently, may be obtained upon request to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Publications:

The Wholesale Produce Markets at Boston, Mass. June 1950. 148 pp. (PMA) (Processed)

The Beef Cattle Situation and Outlook in Mid-1950 by Charles A. Burmeister. 8 pp. (PMA) (Processed)

Marketing Study of the Oil Content of Soybeans as Related to Production Areas and Climate. September 1950. 31 pp. (PMA) (Processed)

World Trends in Supply, Distribution, and Prices of Naval Stores, 1934-49. July 1950. 95 pp. (PMA) (Processed)

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